

WANTED



New Mexican Artisan Entrepreneurs



- Are you earning a little (or a lot) by making and selling handmade merchandise?
- Does your micro, small, medium or large business make jewelry, ceramics, glass, textiles, leather, or metal to wear, give, or decorate the home?
- Are you interested in growing your business and your profits?
- If so, we have an opportunity for you.

JOIN US:

Artisan Business Enhancement Workshop

Join us at one of seven **free** statewide workshops focused on helping artisan businesses to **grow** and **prosper**. You will learn to **identify** your most **productive customer prospects** and prepare to **sell to them**. We'll also review **current trends** in the product marketplace. And you'll have a chance to speak one-on-one with **business trainers** and experienced **product developers** about your business and your product.

Remember, information is the most valuable raw material there is. The ABE workshops are a good source of high quality raw material.



For more info contact Webb Johnson: 505.843.9006 Images courtesy www.WESSTArtisans.com

We're coming to a community near you in September:

Sat. 17th – Tucumcari Convention Center Kim Andrews, (505) 461-1694

Sun. 18th – Santa Fe Sweeney Center Phyllis Archuleta, (505) 955-6214

Mon. 19th – **Española** / **San Juan** Dome Olivia Martinez, (505) 753-6956

Wed. 21st– **Gallup** Native Hands Coop Carlton Jamon (505) 726-4390

Fri. 23rd –Silver City, Besse Forward GRC/WNMU Linda McArthur, (505) 538-6320 mcarthur@silvercity-business.com

Sat. 24th – Alamogordo Ćivic Center Ed Carr, (505) 434-5882

Mon. 26th – Albuquerque South Valley Incubator Sherri Olsen, (505) 768-4257

If you're bringing product for display, hall opens at 7:30am; all sessions begin at 8:30am and wrap-up after lunch at 1pm. There is no fee to participate.

How to get involved:

- **1.** Please call your community contact to RSVP for the workshop in your community.
- 2. Get a survey form from your community contact or access it online at the Artisan section of www.NextGenClusters.net.
- **3.** Prepare a sampling of your product and promotional materials to bring to the meeting. We would love to keep a copy of your promo materials and a few photos of your work in a file with your survey.
- **4.** Spread the word about these workshops.

Artisan Business Enhancement Workshop *********

Agenda:

7:30am	Setup of products in room / distribution of assessment tool
8:30am	Welcome and introductions – local representative/dignitary
	Vision – Lt. Governor (invited)
	Overview – Staff
9:00am	Exercise & reminder to turn in assessment tool by 9:30
9:20am	Break
9:30am	Market trends in artisan handcrafts by Keith Recker
	(distribution of his handout)
10:30am	Separation of group into training module 'tracks'
	 Product development
	 Accessing wholesale markets
12:00pm	Lunch with facilitated feedback session and next steps
1:00pm	Conclusion

Presenter:

Keith Recker's 15-year career as head of \$30-million-plus home furnishings divisions at national retailers such as Gump's San Francisco, Saks Fifth Avenue, and Bloomingdale's has given him detailed knowledge of the broad merchandise marketplace. His experiences as board member, executive director and product design consultant for Aid to Artisans, an international agency specializing in artisan business development, as well as consultancies with the state government funded Kentucky Craft Marketing Program, give him thorough insight into the challenges and opportunities faced by artisan entrepreneurs.

NextGen's mission is to create a higher standard of living in New Mexico by nurturing an entrepreneurial environment powered by human creativity. New Mexico is well known for the quality of its fine art; however, there is substantial economic development potential to create jobs within the artisan business sector. The assembly of technical assistance, market development and other resources around commercially viable artisan products can convert cottage enterprise into a substantial job and wealth creation engine for New Mexico, with special emphasis on rural counties, where need and opportunity are likely to be the greatest.

WESST Corp. is a statewide non-profit economic development organization. The organization has offices in five cities across New Mexico and provides training, technical assistance and loan funds to entrepreneurs. Since 1998, WESST Corp clients have started more than 1,830 businesses, accessed more than \$1.7 million in loan capital and created more than 2,800 jobs.